

ABSTRACT

The invention is a method to generate and manipulate visitor traffic at a computer network site, and to direct the generated traffic to off-line business sites. The invention provides a site accessible to a visitor. The invention communicates to said visitor that there is an availability of compensation. That availability of compensation is associated with the visitor's access or presence the site. An adjustable lead period is provided, wherein said adjustable lead period comprises a requirement. The invention involves initiating said adjustable lead period and indicating to said visitor that the adjustable lead period has been initiated and a relative progress of said adjustable lead period.